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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with Defense and non-Defense agencies  
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

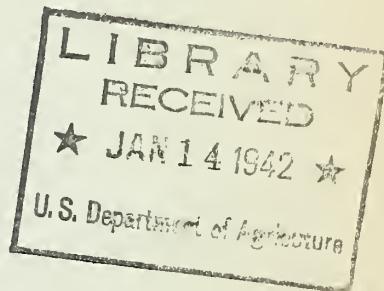
5. GUNNAR: That's your money paying for a home.

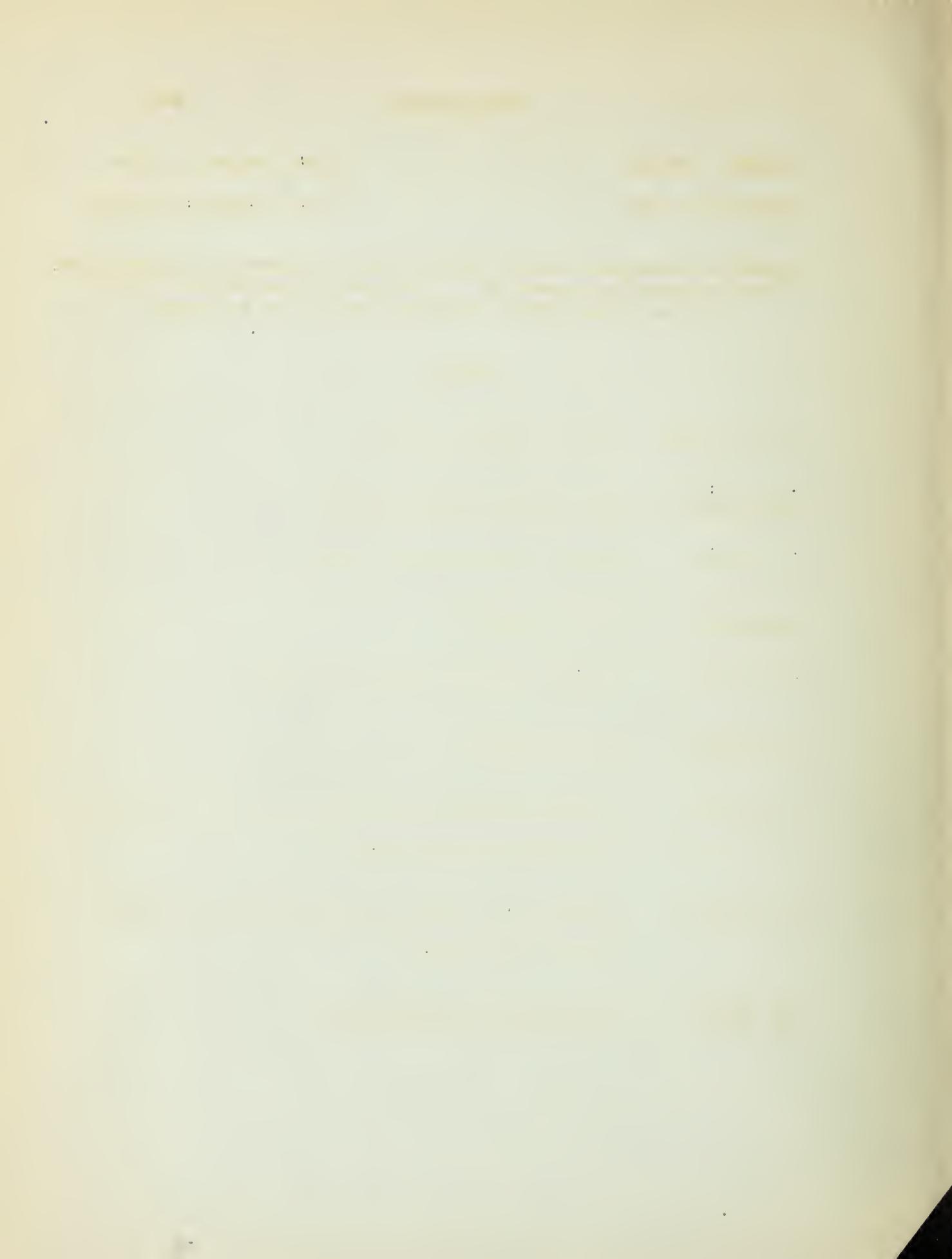
6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands  
of other things you need.

8. GUNNAR: That's you . . . paying for these things . . . money  
out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER





10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here is your Consumers' Counsel, Donald Montgomery.

11. MONTGOMERY: Greetings, fellow consumers I have another letter from one of our listeners to read today. But first I'd like to present my two Consumer reporters — Nancy Ordway —

12. NANCY: With food facts for elderly people.

13. MONTGOMERY: And Gunnar Jagdmann —

14. GUNNAR: With some good news about boys' clothing.

15. ANNOUNCER: And here too is that young inquiring consumer who is always so eager to get any news that will help her stretch her budget — Mrs. Evelyn Freyman.

16. FREYMAN: Well, thank heaven I don't have to stretch my budget to include boys' clothing. Junior's still pretty tiny. But I know that my neighbors — the Miles — will welcome that news of Gunnar's.



17. GUNNAR: I thought they just had a daughter - Barbara.
18. FREYMAN: They have, but they have relatives too. And one day last week a package from some of those relatives arrived at the Miles house . . .
- (PAUSE)
19. SOUND: ON CUE. DOOR SHUTS.
20. FATHER M: (FADING IN, CALLING) Mother! Look what the postman just brought!
21. MOTHER M: (FADING IN) Land sakes! What a big package! And tied with tinsel cord!
22. FATHER M: Guess it's a Christmas present that got lost in the mail.
23. BARBARA: Where from, Dad?
24. FATHER M: From - why, it's from Texas - your Uncle Pete and Aunt Edna.
25. MOTHER M: But we got presents from them.
26. BARBARA: Maybe they sent another one. Hurry up, Dad - open it!
27. SOUND: HEAVY PAPER UNWRAPPED.
28. BARBARA: The box looks like Gill's Department Store.



29. FATHER M: Probably have the same kind out in Texas. Let's see what's in it---
30. MOTHER M: (OMINOUS) I'm afraid I know what's in it.
31. SOUND: COVER REMOVED FROM BOX. RUSTLE OF TISSUE PAPER
32. FATHER M: A boy's suit.
33. MOTHER M: The suit we sent to little Jimmy.
34. FATHER M: Too small, huh?
35. MOTHER M: I suppose so.
36. FATHER M: Well, I told you a size nine would never fit an eight-year-old.
37. MOTHER M: But Edna said he's been wearing nines.
38. FATHER M: But I always took clothes two or three sizes older than me when I was a kid.
39. BARBARA: What size do you take now, Dad?
40. FATHER M: Thirty-eight.
41. BARBARA: But that's younger than you are.
42. MOTHER M: Men's sizes don't go by years, Barbara.
43. BARBARA: What do they go by?
- 43a. MOTHER M: Oh - by trouser length, and waist measure and things like that.
- 43b. BARBARA: Well, why don't they measure boys' clothes that way?



44. MOTHER M: Heaven only knows! I wish they would. Here, Harry - might as well wrap this up - so you can take it back.

45. FATHER M: Me take it back! You were the one that insisted on getting a size nine.

46. MOTHER M: (WHEEDLING) Now, Gill's is right on your way home from work. You just have to take it to the desk where they exchange Christmas presents ---

47. FATHER M: Christmas presents! Gee whiz! Just a lot of headaches! (FADING) I'd like to get hold of the guy that invented ---

( PAUSE )

48. GUNNAR: (ON CUE) Father Miles has my sympathy, Mrs. Freyman.

49. FREYMAN: Mine too, Gunnar.

50. GUNNAR: But I think we have a present for him here that would be just to his liking.

51. FREYMAN: You mean - your news on sizes?

52. GUNNAR: Right. It's going to save a lot of headaches for a lot of people - all year 'round - and a lot of money too.

53. FREYMAN: I suppose this business of buying children's clothes by age is hard on the stores as well as the parents.



54. GUNNAR: Right. The retailer has to keep a big stock of assorted sizes on hand - and exchange suits when the parents bring them back. And who do you suppose pays for that extra stock - and extra trouble?
55. FREYMAN: The retailer, I suppose.
56. GUNNAR: That's where you're wrong. The extra cost is always passed on to you - the consumer.
57. FREYMAN: You mean - boys' suits cost more than they'd need to if they were sized right.
58. GUNNAR: Exactly, and that's one reason the United States Bureau of Home Economics worked out standard sizes for boys' clothing.
59. FREYMAN: How are they going about it, Gunnar?
60. GUNNAR: Well, first they took scientific measurements of a hundred and forty-seven thousand children in sixteen states throughout the country - the weight and thirty-five other measurements of each child.
61. FREYMAN: Wow! Quite a job.
62. GUNNAR: More than five million measurements in all - which gave them a pretty good cross section of comparative sizes.
63. FREYMAN: And what did they find out?



64. GUNNAR: Well, in the first place, they found out that you can't begin to size children's clothes according to age. Children vary too much. But they found you can size them according to certain measurements.
65. FREYMAN: You mean - like men's clothes?
66. GUNNAR: That's it. They found that a combination of two measurements - height and around the hips - was the best way to predict the children's other measurements.
67. FREYMAN: You mean - if Mr. and Mrs. Miles had known the height and hip measurement of their nephew, they could have gotten him a suit that would really fit.
68. GUNNAR: If those suits were made according to these new size standards of the Bureau of Home Economics.
69. FREYMAN: Well, when do these new standards go into effect?
70. GUNNAR: They aren't something that can just be laid down as law - not in a free country like the U.S.A. The people - manufacturers, retailers, consumers - will have to adopt them themselves.
71. FREYMAN: Well, I certainly hope they'll be adopted by the time Junior starts wearing suits.



72. GUNNAR: Well, that will depend partly upon you consumers. If you want to hurry these standard sizes onto the market, you'd better start asking for them in the stores. Tell the managers what they are - and why you want them.
73. FREYMAN: I'll pass that word along, Gunnar .. to the Miles and everyone else who buys boys' suits.
74. GUNNAR: That's the idea. And now - if you've no further questions, I'll take a back seat and let Nancy come up here to the microphone. Nancy ---
75. NANCY: (COMING ON MIKE) Thank you, Gunnar. I think I've been very patient considering I've been waiting every since last week to hear Mrs. Freyman's story about her Aunt Agatha.
76. FREYMAN: My ---? Oh, you mean my husband's Aunt Agatha - the little old lady who came to visit us.
77. NANCY: Yes. Didn't you say you had some trouble feeding her?
78. FREYMAN: I should say I did! And just when I wanted to make my best impression, too!
79. NANCY: What happened?



80. FREYMAN: Well, the day she arrived I had really outdone myself on the dinner; and while Aunt Agatha was upstairs getting settled, I fussed over the final fixings . . .

81. SOUND: SLIGHT SOUND OF DISHES AND SILVER SET ON TABLE

82. FREYMAN: Let's see . . . Olives - and celery ---

83. DAVID: (FADING IN) Gosh, honey - the table looks wonderful!

84. FREYMAN: I only hope it suits Aunt Agatha!

85. DAVID: (SOTTO) Well - how do you like the old girl?

86. FREYMAN: David - she's just as frightening as I thought she'd be.

87. DAVID: Now, honey - you needn't be scared of Aunt Agatha. She thinks you're wonderful.

88. FREYMAN: Did she say so?

89. DAVID: Well ---

90. FREYMAN: That's what I thought. You told her so. How I'm ever going to live up ---

91. DAVID: Now, listen here. I've got the swellest little wife in the world, and if anybody dares to contradict me, I'll - I'll kiss them - like this . . .



92. AUNT: (FADING IN) Humph! Lovey-dovey stuff.
93. FREYMAN: Oh - Aunt Agatha! Won't you come in?
94. AUNT: I am in.
95. FREYMAN: Then - won't you sit down? David - pull out Aunt Agatha's chair.
96. DAVID: Sure. Right here between us. Mighty nice to have a guest.
97. AUNT: From the looks of this table, you must be expecting a delegation. Do you always eat this well?
98. FREYMAN: Well . . . .
99. DAVID: Just wait till you taste this salad!
100. AUNT: Salad! Before the rest of the dinner?
101. FREYMAN: It - it's a new idea - serving salad for the first course.
102. DAVID: Evelyn's all up on the new ideas.
103. AUNT: I see.
104. FREYMAN: Of course - if you'd rather eat it later ---
105. AUNT: I'm afraid I can't eat it at all - with so much oily dressing. Being up on the new ideas, you probably know that fatty foods take a long time to digest.



106. FREYMAN: Oh. Well, here - I'll take the salads out and get the rest of dinner.

107. DAVID: I'll help you, honey.

108. FREYMAN: No, you stay and ---

109. AUNT: (FADING) I don't need entertaining.

110. SOUND: DISHES SET DOWN ON PORCELAIN - TOPPED TABLE

111. FREYMAN: (SOTTO) David - she's impossible!

112. DAVID: Now, don't weaken. Here - I'll take that platter.

113. FREYMAN: Come on - back to the fray!

114. DAVID: (RAISING VOICE) Aunt Agatha - wait till you sink your teeth into this steak.

115. AUNT: (FADING IN) Not my teeth, David. You know, we old people don't chew as well as you young ones.

116. FREYMAN: But it's quite tender. Surely you'll try a little piece?

117. AUNT: Sorry. You can just give some of those string beans.

118. FREYMAN: No sweet potatoes? I fixed them specially - with marshmallows and brown sugar.

119. AUNT: I'm afraid they'd be too sweet for me.



120. DAVID: Don't worry. We'll fix you up with something.  
What's for dessert, honey?

121. FREYMAN: Mince pie.

122. DAVID: Well, go get Aunt Agatha ---

123. AUNT: No pie for me, please. Too rich and fattening.

124. DAVID: Now, don't tell me you're worried about your figure!

125. AUNT: Not my figure - my heart. Too much body fat is hard on the heart, you know, when you get to be my age.

126. FREYMAN: Oh? I didn't know.

127. AUNT: It may help cause some diseases - and lessen the chance of recovering from some others.

128. FREYMAN: But this is terrible! I've served everything you shouldn't eat.

129. AUNT: Don't worry my dear. Since the way to a man's heart is through his stomach, I heartily approve of the way you're taking care of my favorite nephew. David - if you'll put a large heap of those green beans on my plate, I'll start eating dinner.

(P.USE)

130. NANCY: (ON CUE) Well, apparently you won over Aunt Agatha anyhow, Mrs. Freyman.



131. FREYMAN: I did - but not the way I'd hoped to. And before she comes to visit us again, I'd like to find out just what I should serve her.
132. NANCY: Well, at least you know what to avoid - pastries, fats and rich dressings.
133. FREYMAN: Are those things any more fattening for older people, Nancy, than they are for young ones?
134. NANCY: They may be - simply because an older person is less active, and uses up less food energy.
135. FREYMAN: So the food that David might need for energy would just add pounds to Aunt Agatha.
136. NANCY: That's it. She needs more of the protective foods.
137. FREYMAN: You mean milk - and fruit and vegetables?
138. NANCY: Right. Milk is the number-one food - for elderly aunts, as well as babies. Your Aunt Agatha ought to get from two to three cups a day.
139. FREYMAN: I doubt is she'd drink it.
140. NANCY: Then let her eat it - in custards, soups, and other cooked dishes.
141. FREYMAN: I'll serve a cream soup next time - instead of salad.



142. NANCY: Oh, salad's important too - with a moderate amount of dressing. She needs raw vegetables. If she finds them hard to handle, give her only the very tender salad greens.
143. FREYMAN: And if they're still too hard to eat ---?
144. NANCY: Then chop them very fine - but not too long before serving, or you'll lose some of the Vitamin content.
145. FREYMAN: I'll chop them just before I serve them. And - what about raw fruits?
146. NANCY: Tomatoes, oranges, grapefruit - those Vitamin C-rich fruits come right after milk in importance. And since much Vitamin C may be destroyed by cooking, she ought to eat them raw. If she can't, however, you might serve them as juice.
147. FREYMAN: Milk - raw vegetables, raw fruits : . . . What else, Nancy?
148. NANCY: Cooked vegetables - leafy, green, or yellow ones.
149. FREYMAN: Vegetables that contain plenty of Vitamin A.
150. NANCY: That's it. And since Vitamin A isn't badly destroyed by the cooking process, you can make these vegetables as tender as you have to - even chop them up, or run them through a sieve for soup.



151. FREYMAN: What about potatoes, Nancy? Are they too fattening?
152. NANCY: Not if they're eaten in moderation. Actually they're an inexpensive source of important food values.
153. FREYMAN: And eggs ---? She could eat those all right.
154. NANCY: Eggs by all means - one every day, if she can get them - or at least three or four a week. Eggs are valuable for iron and protein, as well as vitamins.
155. FREYMAN: Protein - that's what meat is famous for, isn't it?
156. NANCY: Right. And meat is probably one thing she can't eat - if it's steaks and roasts.
157. FREYMAN: So what should I do?
158. NANCY: Well, you might serve finely chopped meats - or poultry - or fish that flakes off easily.
159. FREYMAN: How much meat should she get, Nancy?
160. NANCY: There's no particular rule about that. If you'll stick to the rest of the rules I've given you, she might not need a great deal of meat.
161. FREYMAN: And you guarantee these foods will keep Aunt Agatha in good health - and good humor?



162. NANCY: I guarantee that they'll do the best possible job. In fact - according to nutritionists in the Bureau of Home Economics - the right kind of food, eaten regularly, might add ten years to your life, and might keep you from feeling old long before your time.
163. FREYMAN: Then I think everyone ought to have those rules you've told us, Nancy.
164. NANCY: Well, you can get them simply by writing in for a copy of our Consumer Tips card on food for elderly people.
- Our announcer will give you the address later in the program - after we hear from ---
165. SOUND: NOTE ON CHIPS
166. ANNOUNCER: Your Consumers' Counsel, Donald Montgomery!
167. MONTGOMERY: A couple of weeks ago I talked on food wastes in stores and asked you to write in about any particular wastes you knew of. Today I have a letter here from one of our listeners who did write in. He says, "I want to tell you about one of the worst food wastes in the U.S.A. Bread. There are tens of thousands loaves of bread dumped in the trash barrel every day."

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The man who writes that is a baker down in Texas.

He goes on to say . . "I've owned bakeries and worked in them for the past twenty years, and I know what I'm talking about. A small baker will put his bread in a grocery store, and then some large bakery will come and put its bread alongside of it. Next morning, the big bakery will come along and pick up the bread that hasn't sold, and so the small baker has to do the same. They both haul the left-over bread back to their bakeries - keep it a day or two - then sell it for hog feed, or have the junk man cart it off to the dump grounds.

"As I see it from actual experience," he goes on, "this is one of the largest food wastes in the market today. It takes sugar, salt, lard, flour, malt, yeast, milk and other ingredients to make bread. And bread wrappers are wasted with it. Actually, bread is good and fresh for three or four days. After that it could be marked as stale products and sold at a lower price to people who can't afford to buy fresh bread. I wish the Government would look into this matter and pass some kind of law to prevent the waste of bread. If you act quick, it would save millions of pounds of food a year."

(MORE)



Well, Mr. Baker - the Government is acting. The Federal Trade Commission is planning a conference of the bakery industry to see what it can and is willing to do about this waste, and other practices that are wasteful.

The Office of Price Administration, too, is making a careful study of the problems of the bakery industry - trying to stop practices which not only waste food but add extra pennies to the price that consumers must pay for bread. For it's all of us consumers who pay for wastes like this. But you don't have to wait for Government to stop all wastes. Not even bread wastes. There are some things you can do to help.

For one thing, remember that bread a few days old is still perfectly good food. It has all the food values of fresh bread. In fact, it's better for some things like toast and stuffing. So, what about looking into the bread wastes in your community? What happens to stale bread in your town? Is it being dumped out . . . or fed to hogs? If so, what can you do about it? Can you go direct to the bakeries and ask them to sell you their left-over bread at a low price? Some of them, I've heard, even give it away . . . to the people who need it. Or maybe you could persuade your grocer to mark down his day-old bread, instead of

(MORE)



sending it back to the bakery. In some stores that's a regular practice.. Why don't you see what stores are doing in your town . . and see how you can help us to help you?

And if you do discover wastes . . anything you think we ought to know about here in Washington . . won't you write and tell me about it? I'd like to hear from you.

168. SCUND: NOTE ON CHIME

169. FREYMAN: Well, I'll start investigating in my neighborhood, Mr. Montgomery, and see what I can find. And I hope that next week you'll have some more suggestions for us.

170. MONTGOMERY: I certainly shall. And also on CONSUMER TEE next week, Nancy will report on . . .

171. NANCY: Grade labels for canned goods.

172. MONTGOMERY: And Gunnar . . .

173. GUNNAR: How to save heat and fuel when you cook.

174. FREYMAN: And I'll be right on tap, too, with some more questions. And now, Nancy - what about our Consumer Tips card for today?



175. NANCY: These Tips cards on foods for elderly people are all waiting to be given away - to anyone who writes in for them. If you'll get your pencil ready to jot down our address, our announcer here - - will tell you how you can get a copy.

176. ANNOUNCER: Ready? Then just address a penny postal to: Consumers' Counsel - Department of Agriculture - Washington, D.C. Tell us you want the Tips on food for elderly people - and give us your own name and address and the call letters of the radio station to which you are listening. I should think that any of you who has an elderly aunt or uncle - or parents, or grandparents - would want a copy.

177. NANCY: I should too, , This Tips card will help those elderly relatives to a heaping plateful of health and happiness. So I'll just repeat our address - in case you didn't get it the first time. Consumers' Counsel - Department of Agriculture - Washington, D.C.

178. ANNOUNCER: Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel here in the Department of Agriculture - presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

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Heard on today's program were Nancy Ordway, Gunnar Jagdmann, Evelyn Freyman, Cy Briggs, Frances Adams, Nell Fleming, Whit Vernon, and your Consumers' Counsel - Donald Montgomery.

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